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The Influence Of Social Media On Academic Development And Face-To-Face Communication

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Abstract

Social networks are appropriate an essential part of our lives. Students are spending much time on social media and are well deliberate the largest category that uses such application. This study tries to travel around the influence of social media use, and on high school student's performance. The Study implored the qualitative approach in assessing these impacts. Findings indicate that social media is an effective way to promote students engagement as it enables shy, intimidated students to share ideas and to express their opinions in a more comfortable way.

Key words: Social Media, Academic Development, Face-to-Face Communication

Introduction

As of 2015 the world's largest social networking company, Facebook, has 1.49 billion active users, and the number of users is growing every year. One of the most attractive things to look at is the increasing number of student users on such social networking sites Martn, (2008) & Lusk, (2010) share the same concept of social media. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of announcement sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Face book, Whats app, Twitter, Skype, MySpace as well as Yahoo Messenger for communication distribution of ideas, sharing of photos and videos by users. The increased use of Social Networking Websites has become an international occurrence in the past several years. Students are actively Tweeting, Posting, Liking, and Commenting all across Social Media and there doesn't seem to be an end in sight. Increasingly, teachers and schools are attempt to leverage the engaging qualities of Social Media for use in the classroom and beyond - connecting students, teachers, and parents better than ever before. The use of social media in school can't be left to chance; it needs to be mediate Students can create other online identities that the real world does not allow. The freedom it gives them to act just by session in front of a computer

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enthralls them, and they then demand for more freedom. Never before has it been so easy for young minds to create a digital image of their actions through such a impetuous medium. Ahmed and Qazi (2011), Hanqittai and Hsich (2010), Pasek and Hanqittai (2009), conducted on the same topic revealed no correlation between social media and students' academic performance. A study conducted at Whitehorse school of Business and Economic on one thousand, one hundred and twenty seven students revealed that there is no correlation between how much time is spent on social networking sites and grades (Martin, 2009). Again, University of New Hampshire (2010) study also bare that students' use of social media sites accomplish not affect grades.

Purpose of the study

The first and it might be the major advantage of social media is communication. You can unite with anyone you need anytime and anywhere. People who use the same social network generate their own group of people with common interests, activities, and topics for discussions. Social media websites have improved student's communication as they can connect with their classmates easily. Another thing is the possibility to work together provided by these social networks. Group discussions and even video calls throw in to the efficacy of the deliver team projects.

The study was professed to review the impact of Social media on student academic life and how much social media is used by students of higher institution and the impact it making on their academic life.

Research Questions

- How do students use Social media?
- Social media has distinctive impact on student's academic life?
- Which social media are you conversant with and which one do you most use?
- How was it supported your learning?

Review of the Related Literature

Salaway et al (2008) argue that often students use social networking websites to discuss their academics issues formally and informally and also to interact with their instructor, teachers and professors. Research investigative student instructor relationships suggest that professors who have online profile with high revelation levels are associated with increased student motivation.

Sunitha and Narayan (2010) observe that internet is now more about blogs, podcasts, Facebook, and Twitter – tools and technology also called social networking sites a recent observable fact. Social network sites are the web-based services that allow individuals to (1) create a public or semi-public profile within a surrounded system, (2) communicative a list of other users with whom they share a connection, and (3) view and pass through their list of connections and those made by others inside the system.

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Tarek A. El-Badawy & Yasmin Hashem (2015).Technology is booming rapidly from year to year, and the younger generations are the ones caught in this rapid change. Questionnaires were distributed through Facebook and E-mails, to find out whether students academic performance is impacted by social media or not. The findings reveal that there is no association between social media and academic performance; this is clearly predictable in their overall grade average.

Greenhow & Robelia , Madge et al & Selwyn (2009) point of view social networking websites best serve educational goal and objectives by connecting students through such informal methods as it allows student through the process of collaborative sense making. Some of social networking websites are exclusively specified for enlightening environment including linkedin.com which is fully featured for education purpose and let user to updates his educational record and make a professional associations.

Research Design

Asur and Huberman, (2010) Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the repute of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly more technological world. The way web users interact and talk to each other has changed and continues to change. These users now entertain through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interface by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships.
In this study o Face-to-face interview between the Researchers and participant was employed to avoid human bias when possible.

Population

The target population of the study is private higher secondary school students in Namakkal District. It is out of the population that the sample was extracted.

Sample Size

Twenty Private higher secondary school students were volunteered to participate in the study. The Researcher adopted convenient sampling method in selecting the participants. The Sample comprises of 10 Male and 10 Female Students with representing different programs including Comparative Education, Higher Education, Public Policy, World Economy, Environmental

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Science.

Data Collection

The whole Data collection period lasted for around 1 week. Each interview took upon 15 to 20 minutes. During the interview the Researchers took notes for better transcription.

Data Analysis

The Data analysis of this study was analyzed inductively starting with the raw data consisting of multiple sources of information and then lengthening to several specific themes.

Results and findings

The Chapter presents the Results of the data to answer the research questions.

Table: 01 Demographic Information of the participants

Participant	Gender	Field of Study
1	Male	Higher Education
2	Female	Comparative Education
3	Male	World Economy
4	Female	Higher Education
5	Male	Comparative Education
6	Female	Environmental Science
7	Male	Higher Education
8	Female	Higher Education
9	Male	Environmental Science
10	Female	Comparative Education
11	Male	Higher Education
12	Female	Environmental Science
13	Male	Higher Education
14	Female	Comparative Education
15	Male	Environmental Science
16	Female	Comparative Education
17	Male	Environmental Science
18	Female	Higher Education
19	Male	World Economy
20	Female	Higher Education

Pratyasha Jain (2011) this paper is focused to find out the answer whether the social networking sites are boon or bane for today's society. Social networking websites like Orkut, Facebook,

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MySpace and YouTube are becoming more and more popular and has become part of routine for an growing number of people. Because of their features, young people are concerned to social networking sites. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the Most prevent danger through often involves online predators or persons.

There were a total of 20 responses received. The demographics were 10% females and 10% males. The majority of the respondents were between 16 and 17 years old and they made up 72% of the respondents. The rest of the 28% were 15, 18 and 19 years old. This means the frequent were from grades 11 and 12, which are 85% of the respondents.

The respondents were asked to mention their overall grade range at school. 61% of the respondents were between the 90 -100% grade ranges, 20% were of the 80-90% grade range and 9% were of the 70-80% grade range, leaving 10% of the grade range 70% and below.

When it came to looking at which platforms students use mostly, 41% mostly used Facebook and 32% used Google. The least platform that was used was SnapChat since 40% of the respondents voted for it the least. The other platforms were, Instagram 27% used most frequent. Twitter and YouTube, their level of usage was a three out of five, as observed by the face-to-face communication of the respondents.

They were also asked to declare whether they use social media to study or not and how they use social media to study. 92% of the respondents use the internet to study. Others students affirmed clearly, that they use social media platforms with their math homework since they can Google equations. Therefore, most of them use social media in a optimistic method, which helps them do better at school.

The respondents were also asked to state the number of hours they spend daily on social media and studying; the results were quite surprising. 50% of the respondents spend 1-2 hours studying a day and 33% spent that same amount of time on social media per day. From this it is clear that the respondents do not study more often than they browse social media and the overall grade averages of the majority is quite high.

1. How do students use Social media?

The Participants represented that Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. The use of social media by students helps to have access to basic in sequence as quick as possible. In school, the use of online platform such as school website will give students the right access to quality in order about the school environment, departments, faculties, rules, and convention

2. Social media has distinctive impact on student's academic life?

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These results illustrate that the most of students use social media beneficially as to get notices of respective faculties and communicate effectively with each other. Students were asked about the positive effects of social media on their academic performances.

3. Which social media are you conversant with and which one do you most use?

The use of social media has become comprehensive and currently, the most popular social media plate forms are Face book, Twitter, MySpace, LinkedIn and Google +, Skype and smart phones. Face book user profiles allow the user to communicate information with each other and allow users to build and maintain relationships and encourage others to be a part of a community among students of colleges online social websites become popular. In the last previous years social media is used to connect with higher education students is increasingly responded (Martinez-Aleman & Wart man, 2009). This in turn put pressure on members of faculty to use social networking within the classrooms and outside the classrooms to connect with students. There are many advantages for universities and colleges that can be gained by connecting with social media.

4. How was it supported your learning?

Most of the students represent social media to access as well as share educational content. By setting up Face book group with classmates, children can discuss studies, share informative videos, content and help each other out when stuck on a problem or concept. Communication has become so fluently easy that distance or time is no longer a difficulty they can critique and comment on each other's assignments and work together to understand and solve problems. Encouraging group study and participation and also gives a boost to teamwork.

Finally the use of social media among students is at an all-time high. Students have successfully managed to integrate social media with each and every aspect of their daily lives. The increasing influence of social media has raised alarm bells as well as giving a boost to overall connectivity among people. Social media is an integral part of today's society. With loads of information being disseminated over the Internet, it has become the very fabric upon which our society is being built. With youngsters and teenagers being vast consumers of social media, it is reported that teens spend an average of 8 hours online every day. The people who are at the forefront of molding the future such as teens and youngsters spend a staggering amount of time online.

Conclusion

The study was conducted to examine the impact of student's use of social media sites on their academic performance. The study revealed majority of the respondents had mobile phone with internet facility and had knowledge of the existence of social media sites. At least every student use one social media. It has been found out that social media is an effective way to promote students engagement as it enables shy, intimidated students to share ideas and to express their opinions in a more comfortable way. Therefore we recommended that the educators use these online social communities whether they are working in fully online or face-

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to-face learning contexts.

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